

1957

# NOVELTIES

FOR  
1956



## Candytuft Dwarf Compact Fairy Mixed

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**FAIRY MIXED** is something really new and different in Candytuft. The little, dome-like plants are neat, dwarf and very compact, growing about 8 ins. in height. It is one of the Umbellata type. Colors: Pink, Rose, Carmine, Crimson, Lavender, Flesh Pink and White.

**FAIRY MIXED** is by the most critical yardstick of value a grand subject for bedding, borders or an annual hedge. The trim, compact plants are so completely uniform that a bedding arrangement has the appearance of a carpet of rich, lively colors. It is especially striking as a border subject. Grows just half the height of the regular strain.

Color lithograph bags will be available from the Stecher-Traung Lithograph Co.

Price . . . \$1.50 per oz.

\$15.00 per lb.

*Please Write Us for Prices on Larger Quantities*

# DENHOLM SEED CO.

2342 Sawtelle Boulevard

Los Angeles 64, California



## **F<sub>2</sub> PETUNIA MIXED**

### **Grandiflora**

### *'Symphony'*

**COMPLETELY UNIFORM PLANT HABIT**

**FOUR TIMES AS MANY BLOOMS PER PLANT**

**LARGER AND MORE RUFFLED BLOOMS**

**F<sub>2</sub> PLANT SUBSTANCE AND VIGOR**

**MANY ENTIRELY NEW SELF COLORS**

**MANY NEW BICOLOR COMBINATIONS**

# F<sub>2</sub> HYBRID GRANDIFLORA PETUNIA MIXED *'Symphony'*

You will agree with us that the F<sub>1</sub> Hybrid Grandiflora Petunia has come to stay because of the many superior qualities which they give to the home gardener, therefore, it is with great pleasure that we give you and your customers an F<sub>2</sub> Grandiflora Petunia Mixture named "**SYMPHONY**" which combines the best in color, habit and form found in the new F<sub>1</sub> Hybrids. Because of the hybrid nature of this mixture, we have carried out very extensive trials to ascertain and study the color and type segregation which takes place when an F<sub>2</sub> population is produced. From these studies we have now produced individual crops of the best F<sub>1</sub> Hybrid Petunias and have skillfully blended them into the most brilliant and fascinating color combination you have even seen—hence "**SYMPHONY**".

**SYMPHONY** contains a color range heretofore unknown in Petunias. The gamut of colors range from white through light pink, pink, rose, salmon, cerise, crimson, carmine, light blue, dark blue to scarlet. Many of the self colors have golden throats, which adds greatly to their charm. There is in this strain a generous percentage of bicolors in blue and white, rose and white, copper and white, and crimson and white shades.

Habit is all important so we have included only such varieties as are uniformly even for height in the F<sub>2</sub> generation. Size of flower varies slightly but 3 to 4 ins. across with fringed and ruffled edges is the predominating type. As in the regular Grandiflora varieties, there are some smaller, plain edged flowers but these will not exceed 20%, and as they are slightly dwarfed by nature they will not be noted in the floriferous mass of Grandiflora blooms.

**SYMPHONY** is even in height comparable to the regular bedding F<sub>1</sub> Grandiflora varieties. Each plant is absolutely hidden in the tremendous mass of Grandiflora blossoms that continue in prime bloom all summer long.

From the standpoint of economy F<sub>2</sub> Hybrids are a real money-maker for the seedsmen because they cost you much less than the regular Grandiflora varieties, and they command an excellent resale price.

Price . . . \$2.50 per 1/16 oz. \$7.50 per 1/4 oz. \$25.00 per oz.

*Please Write Us for Prices on Larger Quantities*



## *F<sub>2</sub> HYBRID*

### Petunia Nana Compact Mixed COLORAMA

**UNIFORM PLANT HABIT**

**MANY MORE BLOOMS PER PLANT**

**SEVERAL NEW COLORS**

**HYBRID PLANT VIGOR**

**UNIFORMLY LARGE BLOOMS**

**BRILLIANT COLOR BLEND**

# F<sub>2</sub> HYBRID

## PETUNIA NANA COMPACT MIXED

### COLORAMA

For many years YOU and your customers have been asking us to provide a mixture of Petunia Nana Compact with a uniform plant habit. Your dissatisfaction with the best of the blends of the regular Nana Compact type of Petunia has been the marked, uneven plant habit. **F<sub>2</sub> HYBRID NANA COMPACT COLORAMA** has completely eliminated this problem. We are using for planting stock only those F<sub>1</sub> varieties that have proven to be uniform in height and plant spread in the F<sub>2</sub> generation. Also, we have used only those Hybrid varieties that reproduce uniformly large blooms 2½ to 3 ins. across.

The story of the development of **F<sub>2</sub> HYBRID NANA COMPACT COLORAMA** is the running of hundreds of trials to determine the F<sub>1</sub> varieties that carried through to the F<sub>2</sub> generation the desired habit, vigor, colors and free flowering factor. Also, many trials were conducted to be sure of just what percentage of each separate F<sub>2</sub> colors was needed to produce, when blended, a brilliant, colorful and well balanced mixture.

**COLORAMA** is not grown as a mixture. The F<sub>1</sub> varieties that are to be used to make the mixture are planted and harvested as separate colors and just the right percentage of the crop of each of the separate varieties is used to make the mixture.

Our actual field notes on the colors read: pure white, salmon light and medium, scarlet salmon, warm scarlet, fiery red, pink light, medium and rose. Many with golden or topaz throats, together with white bicolor crimson, rose, blue and dark blue, as well as many starred varieties.

There is nothing like **COLORAMA** on the market. There are four times as many blooms per plant, hybrid vigor, completely uniform plant habit, many new colors, a brilliant and colorful well balanced blend.

Lithograph bags will soon be available. You should feature this item.

Price . . . \$6.00 per oz.

\$60.00 per lb.

*Please Write Us for Prices on Larger Quantities*



*F<sub>2</sub> HYBRID ANTIRRHINUM MIXED*  
*KING'S COURT*

**GIANT BLOOMS**

**MORE SPIKES PER PLANT**

**FREE FLOWERING**

**CLEAR AND SHARP COLORS**

**SEVERAL NEW COLORS**

**TALL HYBRID VIGOR**

# *F<sub>2</sub> HYBRID*

## **ANTIRRHINUM MIXED**

### **KING'S COURT**

Antirrhinums are becoming increasingly popular both with the market grower and the home gardener, mainly because the plant breeders have been very busy applying their skill and magic to produce earlier, taller, more floriferous varieties with clear, strong colors and gigantic flowers. These new, improved varieties are all F<sub>1</sub> Hybrids, the result of hand made crosses combining two inbred pure lines which gives the desired qualities of color, time of flowering, habit and size of flower. As there are literally hundreds of these F<sub>1</sub> Hybrid Antirrhinums available today, we have conducted very extensive trials to determine which sorts are best suited genetically to be used to produce a brilliant, even flowering F<sub>2</sub> Hybrid Mixture for the home garden. We have selected about a dozen of the best varieties which carry the desired characteristics through to the F<sub>2</sub> generation. These we grow separately and combine the resultant crops together in a well tried formula, which we proudly present as **KING'S COURT**.

**KING'S COURT** is extremely early blooming, being from ten days to two weeks earlier than the regular Majus Grandiflora Mixed or the Tetra Mixtures. It is also taller, stronger stemmed with many more and larger blossoms and more closely spaced on the stems. The color range is complete with the clearest of whites, yellows, soft and strong pinks, rose, crimsons and scarlets mingled with many intermediate shades, which are all clear colors.

Now you have the opportunity to offer the home gardener a Snapdragon Mixture from which he can grow plants and have blooms equal in quality, size and color to the best florist grown varieties. All with much earlier blooms than was possible before.

The price is right so do not pass up this remarkable improvement in Snapdragons. Be sure to feature and offer **KING'S COURT**, making a nice profit and with the assurance that you will have a pleased and happy customer.

Price . . . \$2.00 per oz.

\$20.00 per lb.

*Please Write Us for Prices on Larger Quantities*



## Marigold Dwarf French Double

### **FIRETAIL (Denholm) (New)**

**FIRETAIL** has a base color of rich, golden orange with a dozen or so dart or tongue-like reddish scarlet markings shooting up through the wax-like golden orange petals from the base of the bloom. The single row of overlapping guard petals are the same color and have the same scarlet markings at the base of the petals as the tufted center, except the red extends further up the petal. The color marking and the make-up of the bloom somewhat resembles little fingers of fire coming through the lighter color of amber coals. The most striking color combination we have seen in any sort of Marigold.

**FIRETAIL** is entirely different than any Marigold on the market in both bloom make-up and color combination. An exceptionally early strain that is extra prolific. When in full bloom each plant will produce 40 to 50 blooms which are beautifully crested with large guard petals. The bountiful supply of blooms are extra large for this type of Marigold. Height 10 to 12 ins.

Price . . . \$2.50 per oz.

\$25.00 per lb.

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## Marigold Dwarf French Single Dainty Marietta (Denholm) (New)

Yes, dainty and colorful as a small canary bird. When fully developed, the height will not exceed 6 ins. "Like peas in a pod" tells the story of the uniformity of the compact plant habit.

As we have said in the description of recent Marigold introductions, if a new selection of Marigold growing in our workshop is not extra early or not a free bloomer and will not bloom over a long season, it is discarded regardless of any other worthwhile qualities it might have.

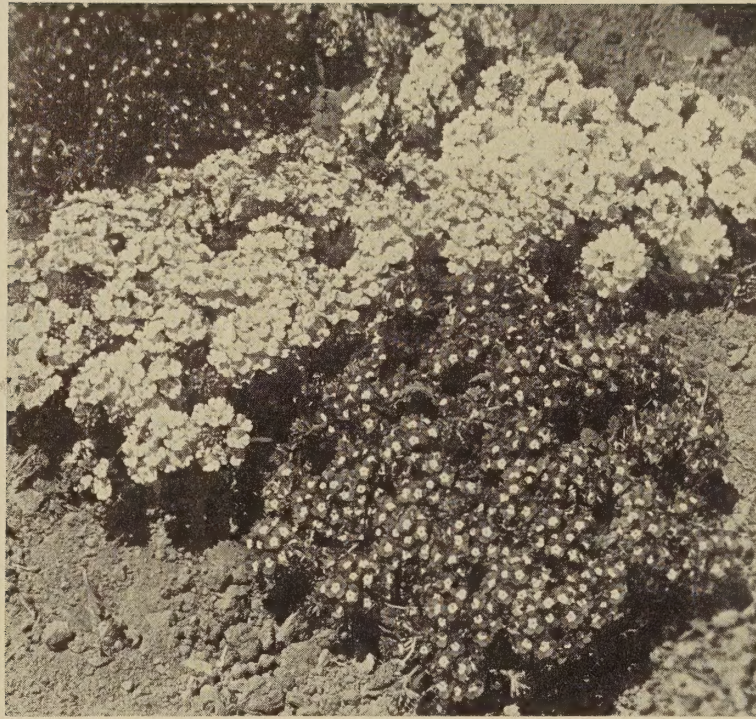
The blooms of **DAINTY MARIETTA** are much larger than you would expect to find on such a dwarf, compact plant. They are about 2 ins. across and made up of from 5 to 6 overlapping petals of soft golden yellow with a maroon blotch at the base of each petal, somewhat on the order of the well known Naughty Marietta.

The little crested center is real sharp and can be described as a small, yellow tuft made up of little wax-like petals closely packed with a generous sprinkling of black pepper.

Price . . . \$1.50 per oz.

\$15.00 per lb.

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## Verbena Dwarf Compact Sparkle Mixed (Denholm) (New)

The most appropriate name for this new mixture would be "Sparkle Hybrids Mixed" but one of our States objects to the name of "Hybrids" unless it refers to  $F_1$  or  $F_2$  hybrids.

In this fine class of dwarf, compact Verbena, we first introduced Sparkle and a year later Crystal. These two varieties were so well received throughout the trade we are now more than proud to announce the introduction of **SPARKLE MIXED**, a mixture of a full range of colors in the Sparkle class.

**SPARKLE MIXED** will have all of the colors known to Verbena, to include the warm, scarlet red of Sparkle through rose and pink to the softer tones of salmon, lavender and crystal (white), as well as mid-blue and purple. A high percentage of the blooms will be of the eyed sorts in many bright color combinations.

**SPARKLE MIXED** plants will grow about 10 ins. tall and all will have the well known, fine, dwarf, compact, free flowering habit of Sparkle and Crystal.

Price . . . \$3.50 per oz.

\$35.00 per lb.

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## **Centaurea Cyanus Double Extra Early Mixed (Denholm) (New)**

Everyone wants blooms just as soon as possible after the seed has been sown. Here is a variety of *Centaurea* that will certainly produce the desired results. Planted at the same time this NEW, EXTRA EARLY STRAIN will be in full bloom twenty to twenty-five days before there will be any flowers on the regular strains. This extra early feature is extremely important to seedsmen serving the shorter seasoned areas. Extensive trials have proven this new strain to be just as desirable and well suited to the longer seasoned and warmer climates as it is in the shorter seasoned zones.

In the development of this NEW, EXTRA EARLY STRAIN, several new colors have been added to those found in the regular strains. There are two new shades of pink, a light blue, a deeper red, and a beautiful new mauve color. The blooms are large, full double, 1½ to 2 ins. across.

The slightly dwarfier and more compact plant habit seemed to impress all who have seen our new strain in trial or in our fields.

Price . . . \$1.50 per oz.

\$15.00 per lb.

*Please Write Us for Prices on Larger Quantities*

# RECENT DENHOLM INTRODUCTIONS

## PETUNIA DWARF GIANTS OF CALIFORNIA

### MULTIBLOOM MIXED (Denholm) (New)

A vigorous plant, a bit more dwarf than the finest strains, completely covered with huge, California Giant size blooms. In prime bloom each plant will have about 25 fully open blooms per plant. No open spots later in the season.

Per 1/16 oz. \$7.50    Per 1/4 oz. \$22.50    Per 1 oz. \$75.00

## MARIGOLD DWARF FRENCH DOUBLE

### EXTRA DWARF PRIMROSE GEM (Denholm) (New)

A rich primrose yellow. Fully double blooms 2 to 2½ ins. in diameter, with tightly packed centers of quill-like petals supported by several rows of slightly larger petals. Extremely early. 12 to 15 fully open blooms at one time on compact plants. 9 to 12 ins. tall.

\$1.25 per oz.    \$10.00 per lb.

## MARIOLD CHRYSANTHEMUM FLOWERED

### GOLDEN CROWN (Denholm) (New)

An extra early strain. The color is a rich golden yellow. The bountiful supply of huge, ball-like blooms of crinkly, incurved petals are 3½ to 4½ ins. across. The uniform plants grow about 20 ins. high.

\$1.25 per oz.    \$10.00 per lb.

## MARIGOLD DWARF CARNATION FLOWERED

### SUNBRITE (Denholm) (New)

Full double, brilliant, rich golden yellow. Extra early. Will bloom two to three weeks ahead of other varieties in this class. A prolific producer of blooms 3 to 3½ inches across. On the dwarf side, growing about 14 inches tall.

\$1.25 per oz.    \$10.00 per lb.

## VERBENA

### HYBRIDA GRANDIFLORA

### MARILYN (Denholm) (New)

MARILYN is an entirely new color in Verbena. A fiery cerise with a suggestion of scarlet. A small cream eye adds loveliness to this charming color. The underlying tone of warm iridescent brilliance brings into full appreciation the rich striking beauty of this new Verbena.

\$2.00 per oz.    \$20.00 per lb.

## VERBENA

### TWO IMPORTANT Dwarf Compact Varieties

#### of Recent Introduction

### CRYSTAL AND SPARKLE

A new type of Verbena with a dwarf compact habit that is retained throughout the entire blooming season. The open spots, so common in the center of the plants of the regular strains as the season progresses, have been entirely eliminated in this new class of Verbena.

The neat, dwarf, tightly formed plants will grow about 10 ins. tall with a plant spread of approximately 12 ins. The cluster-like blooms are made up of from forty to fifty grandiflora size florets.

CRYSTAL, pure white.

SPARKLE, bright scarlet red, with large white eye.

\$2.50 per oz.    \$25.00 per lb.

## VERBENA DWARF COMPACT

### IDEAL FLORIST STRAIN MIXED

To our knowledge, the earliest strain of Verbena on the market. The plants are dwarf and compact. All blooms are of the eyed sort with hundreds of gay color combinations. This mixture is unsurpassed for color brilliance.

A wonderful garden variety and well adapted to pot and flat culture.

\$2.50 per oz.    \$25.00 per lb.

# DENHOLM SEED COMPANY

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